



CLAIMS AS AMENDED OCTOBER 2008

What is claimed is:

1. (Currently Amended) A computer implemented financial services consumer contact management system comprising:
 - a first computer implemented forum oriented to consumers and offering the services of at least one team of financial service professionals;
 - a first computer implemented communication connection allowing a consumer to provide to the first computer implemented forum at least one consumer contact for the team of financial service professionals, the consumer contact consisting of specific contact information and general financial information;
 - a computer implemented receiving module receiving the first consumer contact, separate the specific contact information and the general financial information of the first consumer contact, and forward the general financial information to the team of financial service professionals;
 - a second computer implemented communication connection allowing the team of financial service professionals to provide to the first computer implemented forum a response to the forwarding of the first consumer contact;
 - a computer implemented monitoring module receiving the response, and forward the specific contact information to the team of financial professionals;
 - a computer implemented professional management module maintaining a computer implemented database of accurate contact management statistics; and

a computer implemented statistical reporting module providing such computer implemented database of statistical data to the team.

2. (Currently Amended) The computer implemented financial services consumer contact management system of claim 1, wherein the first computer implemented forum further comprises a computer network; and wherein the first and second computer implemented communications connections further comprise electronic messages.
3. (Currently Amended) The system of claim 1, wherein the computer implemented database of accurate contact management statistics provided to the team of financial services professionals further comprises data selected from the group consisting of: indication of whether a particular consumer contact has been viewed, indication of whether a response to a particular contact has occurred, time of a consumer contact, time of the response to a consumer contact, time from a consumer contact to viewing of that consumer contact, time from a consumer contact to response to that consumer contact, and combinations thereof.
4. (Currently Amended) The system of claim 1, wherein the computer implemented database of accurate contact management statistics provided to the team of financial services professionals further comprises data selected from the group consisting of: number of contacts viewed, percentage of contacts viewed, number of offers sent, percentage of total contacts to which offers have been sent, number of consumer

responses, percentage of offers which received consumer responses, percentage of offers accepted, percentage of offers declined, number of offers accepted, number of offers declined, statistical time to view contact, statistical time for response to contact, statistical time for consumer review of offer, statistical time for consumer response to offer, statistical response time, statistical time for entire process, number of requests for additional information, percentage of responses leading to requests for additional information, number of contacts converted to actual loan applications, percentage of contacts converted to actual loan applications, number of actual closings, percentage of contacts converted to actual closings, and combinations thereof.

5. (Original) The system of claim 4, wherein the statistical time further comprises one member selected from the group consisting of: average times, mode times, median times, maximum times, minimum times, standard deviations of times.
6. (Original) The system of claim 4, wherein the team of financial services professionals further comprises one member selected from the group consisting of: a single company, a single individual, a plurality of financial services professionals grouped under a single leader, financial services professionals located in a single office, financial services professionals belonging to a more than one company, and combinations thereof.
7. (Currently Amended) The system of claim 1, wherein such computer implemented database of contact statistics allow collection of comparative statistics between teams.

8. (Original) The system of claim 7, wherein such comparative statistics between teams further comprise: comparative statistics for a single consumer contact.
9. (Original) The system of claim 7, wherein such comparative statistics between teams further comprise: comparative statistics for a plurality of consumer contacts.
10. (Currently Amended) The system of claim 1, wherein such computer implemented statistical reporting module provides only blind information to the team.
11. (Currently Amended) A computer implemented electronic method for financial service professional teams to manage consumer contacts, comprising the steps of:
 - a) electronically offering a first computer implemented forum offering the services of at least one such financial professional team to consumers, such computer implemented forum offering consumers the ability to generate at least one consumer contact for such financial service professionals;
 - b) electronically receiving the consumer contact from such a consumer on behalf of the financial service professional team, the consumer contact comprising both specific contact information and general financial inquiry information;
 - c) electronically separating the specific contact information from the general financial inquiry information;
 - d) electronically forwarding to such financial service professional team the general financial inquiry information;

- e) electronically awaiting a confirmation that such financial service professional team has responded to such consumer contact; and
- f) after the confirmation, electronically forwarding to such financial service professional team the specific contact information;
- g) electronically maintaining a computer implemented database of accurate contact statistics; and
- h) electronically forwarding the accurate contact statistics to such financial service professional team.

12. (Currently Amended) The method of step 11, wherein the step e) of electronically awaiting a confirmation that such financial service professional has responded to such contact further comprises:

- e1) electronically providing to such financial service professional the ability to respond to such contact;
- e2) electronically receiving from such financial service professional such response; and
- e3) electronically forwarding such response to the consumer.